

Sally J. Holman-Hebert

Oskaloosa, KS • sallyholmanhebert-ux.design
sally.holmanhebert@gmail.com • [linkedin.com/in/sallyholmanhebert](https://www.linkedin.com/in/sallyholmanhebert)

Professional Summary

UX leader with 15+ years of experience spanning UX design, research and team leadership, including building and managing UX research and design teams from the ground up. Skilled at developing team operations, hiring and onboarding, mentoring designers and researchers, and guiding cross-functional partnerships across product, design, and engineering leadership. Deep hands-on expertise across the full UX lifecycle — research, information architecture, wireframing, prototyping, and usability testing — paired with a track record of diplomatic, effective communication with clients and stakeholders at all levels. Seeking to bring this combination of people leadership and UX craft into a UX management role.

Core Competencies

Team Leadership & Management:

Hiring & Onboarding • Mentoring & Coaching • Performance & Career Development

Team Operations & Process Development:

Research & Design Strategy • Cross-Functional Collaboration • Roadmapping

Stakeholder & Client Relations:

Presentation & Training (Classroom & Online) • Workshop Facilitation

User Experience:

Information Architecture • Wireframing & Prototyping • UI Auditing & Heuristic Evaluation • Accessibility (WCAG)
Design Systems • Email Marketing & Campaigns • Basic HTML/CSS

User Research: Usability Testing • Journey Mapping • Persona Creation • Competitive Analysis

Professional Experience

Anaconda, Inc. — Manager, UX Research

January 2026 – August 2026

Remote • Role eliminated in a company-wide reduction in force

- **Team leadership:** hired, onboarded, and managed a team of 4 UX Researchers; built team operations from the ground up, including onboarding processes, working agreements, and team goals.
- **Research strategy:** set UX research strategy and operations for the organization, aligning research priorities with product and business goals.
- **Cross-functional partnership:** spearheaded company-wide communication and partnerships across research, design, and product leadership to ensure insights informed key product and business decisions.
- **Mentorship:** coached researchers on methodology, stakeholder communication, and career growth.

Anaconda, Inc. — Staff UX Designer

July 2024 – December 2025

Remote

- **Design leadership:** provided staff-level design leadership across product teams, taking on expanded responsibilities including mentoring junior designers and leading project strategy.
- **Team operations:** assisted the UX Director with team operations and decisions, helping shape processes and best practices across the design org.
- **Product influence:** guided the design team on key product decisions and championed design best practices org-wide.

Anaconda, Inc. — Sr. UX Designer

November 2022 – July 2024

Remote

- **Full-cycle UX design:** led user research, wireframing, prototyping, information architecture, and usability testing across multiple product teams.
- **Cross-functional delivery:** partnered closely with product management and engineering throughout the product development process to drive design-led solutions.

Orange Egg UX — Owner & Sr. UX Designer

March 2018 – November 2022

Oskaloosa, KS

- **Business ownership:** founded and ran an independent UX design consultancy serving small agencies, marketing departments, and web design firms without in-house UX capability.
- **Embedded UX partnership:** integrated directly into client teams as acting UX designer for website projects, delivering full UX design, digital UX/usability audits, consultation, and QA testing.
- **Client roster:** delivered UX work for national and global brands including Tyson Pet Products (Nudges, True Chews), WM Barr (DampRid, Goof Off), Eli Lilly/Elanco, Sprint, University of Maryland Baltimore, Alaska Railroad, Smith Optics, Sylvania Automotive, The Fresh Market, Party City, Church & Dwight (OxiClean, Nair, Orajel), and Cisco.

Callahan Creek — UX Designer

August 2012 – March 2018

Lawrence, KS

- **UX design:** developed personas, user flows, information architecture, wireframes, and prototypes for a broad range of agency clients.
- **User research:** planned and executed user testing (remote moderated, remote unmoderated, and in-person moderated), including test plans, scripts, and participant recruitment; evaluated and presented findings and recommendations.
- **Project scoping:** defined project scope, technical approach, and deliverables; wrote statements of work and requirements documents; sourced and evaluated external development partners.

Callahan Creek — Digital/Interactive Producer

October 2007 – August 2012

Lawrence, KS

- **Project management:** managed interactive projects, coordinating between clients, account service, creative, media staff, and outside vendors.
- **Strategy & resourcing:** partnered with the VP of Digital Strategy to determine workflow and the right mix of in-house and outside resources for each project.
- **Client development:** developed estimates and proposals for clients and prospects; monitored and reported on the effectiveness of online and email campaigns and web traffic.
- **Production & vendor management:** produced HTML and web graphics; managed vendor relationships and ongoing content management for client websites.

PigFish Possibilities — Co-Founder

2003 – 2007

Oskaloosa, KS

- **Design & development:** co-founded a web design business; managed client relationships and delivered website design and construction, logo design, letterhead identity, and brochure design.

Euro RSCG Discovery — Quality Assurance Analyst

March 2006 – August 2007

Richmond, VA

- **QA & client enablement:** led functional and UI testing and user acceptance testing for an eCommerce website project; developed email marketing campaigns and technical user guides; trained clients on website navigation; helped define QA processes and served as back-up QA team manager.

Education & Certifications

UX Certificate, Interaction Design & User Research — Nielsen Norman Group, Chicago, IL • Aug 2014 – Dec 2015

Course in Conducting Usability Testing — Interaction Design Foundation • Mar 2017 – May 2017

Course in Inputs and Interactions — UC San Diego (Coursera) • Mar 2016 – May 2016

Course in Human Computer Interaction — Stanford University (Coursera) • Aug 2012 – Dec 2012

Bachelor of Fine Arts, Graphic Design — University of Kansas, Lawrence, KS • Aug 1988 – May 1992

Tools & Applications

Figma • Figma Make • Axure • Adobe Photoshop • Jira / Confluence • Miro • Google Docs • PowerPoint / Keynote • Claude • Claude Design